

IN THE CLAIMS:

Please cancel claims 1-11 and 14-16 without prejudice or disclaimer.

Claims 1-11 (Cancelled).

12. (Currently Amended) A point-giving server for giving a user points, comprising:

a data acquiring unit operable to acquire a character string or image;

a converter operable to convert said character string or image acquired by said data acquiring unit to points which are accumulated as mileage points of an airline or card points of a credit card company by using a point converting table which makes said character string or image correspond to said points, the accumulated points being in proportion to an amount of a service used; and

an output unit operable to output said points generated by said converter to increase points accumulated for said user.

13. (Original) A point-giving server as claimed in claim 12, wherein said data acquiring unit acquires a plurality of types of character strings or images, and

said converting table makes combinations of said plurality of types of character strings or images to a plurality of points, respectively, and converts each of said combinations of said plurality of types of character strings or images to corresponding points.

14. (Cancelled)

15. (Cancelled)

16. (Cancelled)

17. (Currently Amended) A program embodied on computer-readable medium, for performing a point-giving procedure which gives points to a user, comprising:

a data acquiring module operable to acquire a character string or image;
a converting module operable to convert said character string or image acquired by said data acquiring module to points which are accumulated as mileage points of an airline or card points of a credit card company by using a point converting table which makes said character string or image correspond to said points, the accumulated points being in proportion to an amount of a service used; and
an output module operable to output said points generated by conversion by said converting module to increase points accumulated for said user.